

# Curriculum vitae

Kaja Švab





LinkedIn photo

## WORK EXPERIENCES

### Freelance Graphic Designer

Marc 2023 - present

Designer for Sinhro, Hotel Bohinj, for Lars & Sven, Beštija restaurant and other projects that come along. I design various things; banners, big and small prints, ads for magazines, webpages, landing pages, presentations, simple animations, packaging...

### Senior Graphic Designer

Adrial d.o.o., Poslovna cona Komenda  
October 2020 - Februar 2023

I design all creatives for social media, catalogues and leaflets, small prints, banners for webpages, ads for magazines, simple animations, landing pages, presentations, basically everything that marketing department needs for advertising. I am actively involved in process for every marketing campaign, giving ideas and solutions. I organise brainstorming for bigger projects, present lectures to junior designers.

### 2D Artist

Outfit7, Ljubljana  
Februar 2018 - Februar 2020

I was support for content and marketing team. Designed thumbnails, ending screens for videos, made presentations, designed banners for webpage, all promotions material for few youtube channels, promotions for chinese market, designed prints and ads, designed a lot of small things for internal use of a company, designed materials for conferences, such as big prints, brochures, leaflets and posters. I was company photographer as well.

### Graphic Designer

Harvey Norman, Ljubljana  
May 2016 - Februar 2018

I made photomontages for catalogues and web, designing billboards, small prints, newspaper and magazines ads, simple video post productions, 3d interior renders, banners.

### Freelance Graphic Designer

Jan 2008 - Januar 2018

Designed logos, billboards, made 3D interiors, architectural concepts and plans, retouched photos, event photography.

## ABOUT

Name Kaja Švab  
Address Glavarjeva ul. 12a, Ljubljana  
Date of birth 26.04.1988  
Phone 0038640419488  
Nationality Slovenian  
Driving licence B

## EDUCATION

Primary school 1995 - 2003  
Bistrica pri Trziču  
High school 2003 - 2007  
Ekonomska gimnazija, Kranj  
University 2007 - Present (one exam left)  
Fakulteta za arhitekturo,  
Univerza v Ljubljani

## SKILLS

Adobe Photoshop ●●●●●●  
Adobe InDesign ●●●●○  
Adobe Illustrator ●●●●○  
Adobe After Effects ●●○○○  
Adobe XD ●●●●○  
Sketch ●●●○○  
Google Slides ●●●●○  
AutoCad 2D ●●●●○

## I SPEAK

Slovenian ●●●●●  
English ●●●●○  
German ●○○○○  
Croatian ●●●○○

## PERSONALITY

Critical thinking ●●●●●  
Pretty flexible ●●●●○  
I'm fast and furious ●●●●●  
Those days of the month ●●●●●  
Dog lover ●●●●●●●●



Instagram photo

## WORK EXPERIENCES

### Architect

Cooperative Design Group, Shanghai, China  
May 2015 - August 2015

Independent work on major projects, designing concepts and ideas, working with customers, working on 3D visualization. I would like to mention we reached second place in the architectural design competition in China for project Our Street.

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### Graphic Designer

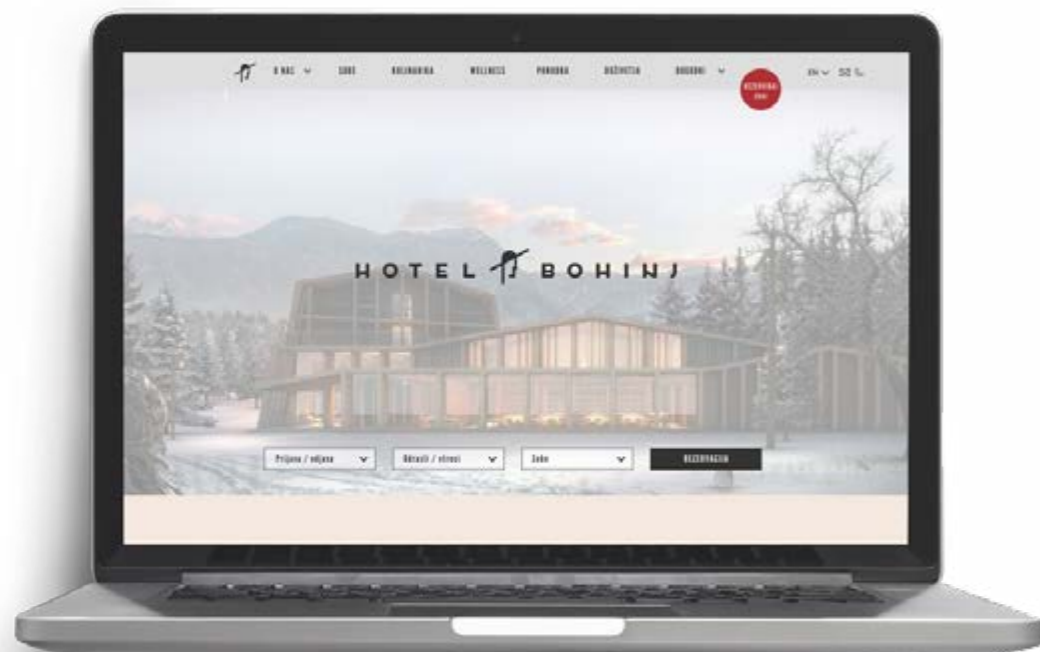
UNE, multimedijiske storitve  
Jan 2008 - Apr 2016

## FUN FACTS

Dog's name	Hilda
Car	Volkswagen
Wine	Always red
Apple or Windows	Apple
Color	Hunter Green
Living legend	Keith Richards
Steak	Medium rare
Afraid of	Earthquakes
Funniest TV series	Curb Your Enthusiasm

# Portfolio

Kaja Švab



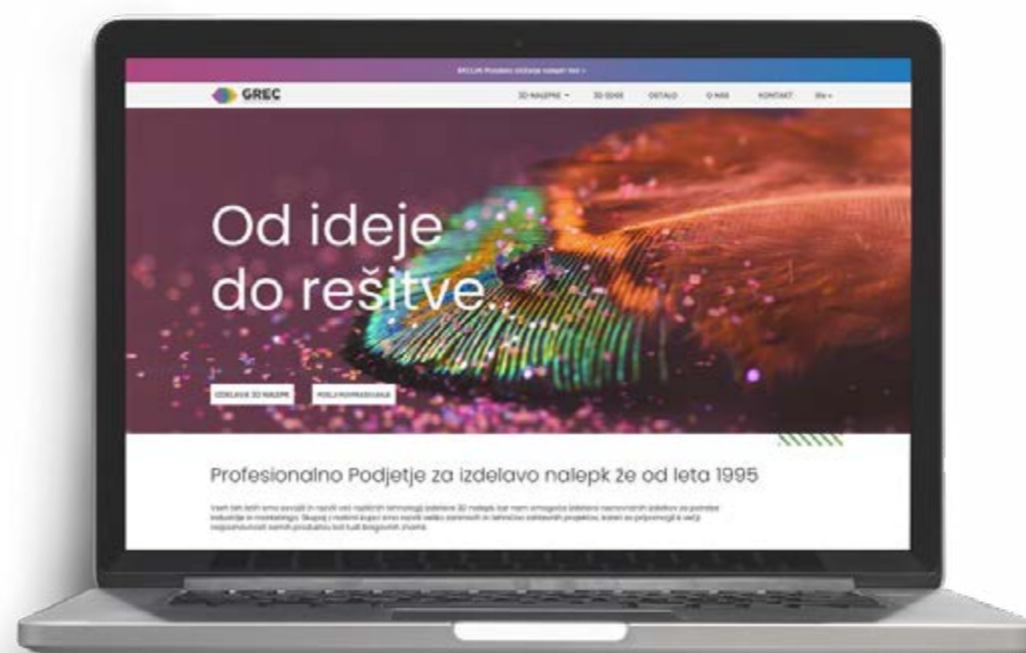
[www.hotelbohinj.si](http://www.hotelbohinj.si)



[www.larsandsven.si](http://www.larsandsven.si)



[www.kajasvab.com](http://www.kajasvab.com)



[www.grec.si](http://www.grec.si)

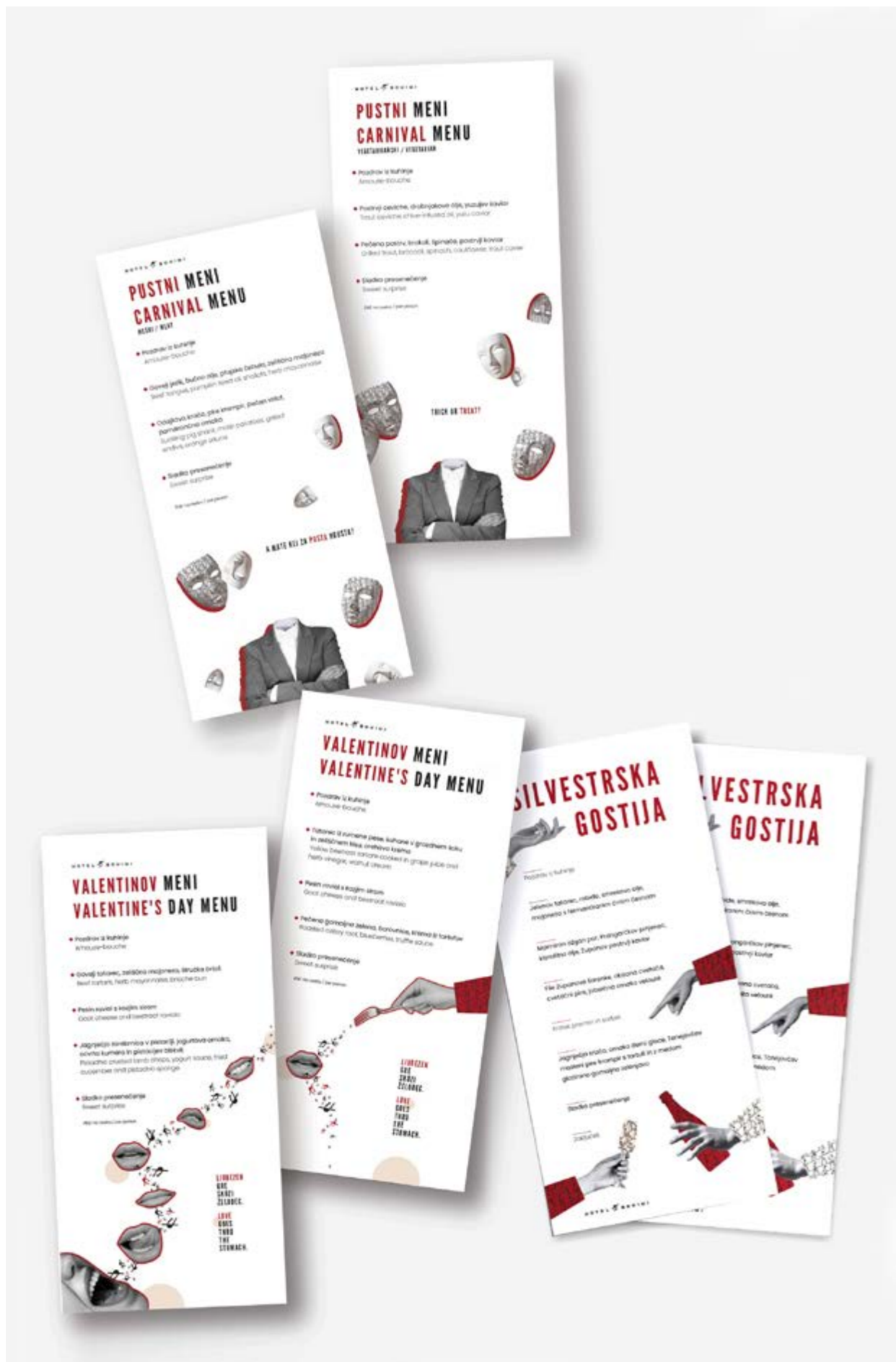
## WEBSITES

I designed a website for Hotel Bohinj, Lars & Sven, Grec 3D nalepke,....

Programs used:

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- WordPress





## DESIGNS

Few things I did for Hotel Bohinj. Menus, invitations, wine labels,...

For Alpinia d.o.o. Hotel Bohinj

Programs used:  
- Adobe Photoshop  
- Adobe Illustrator

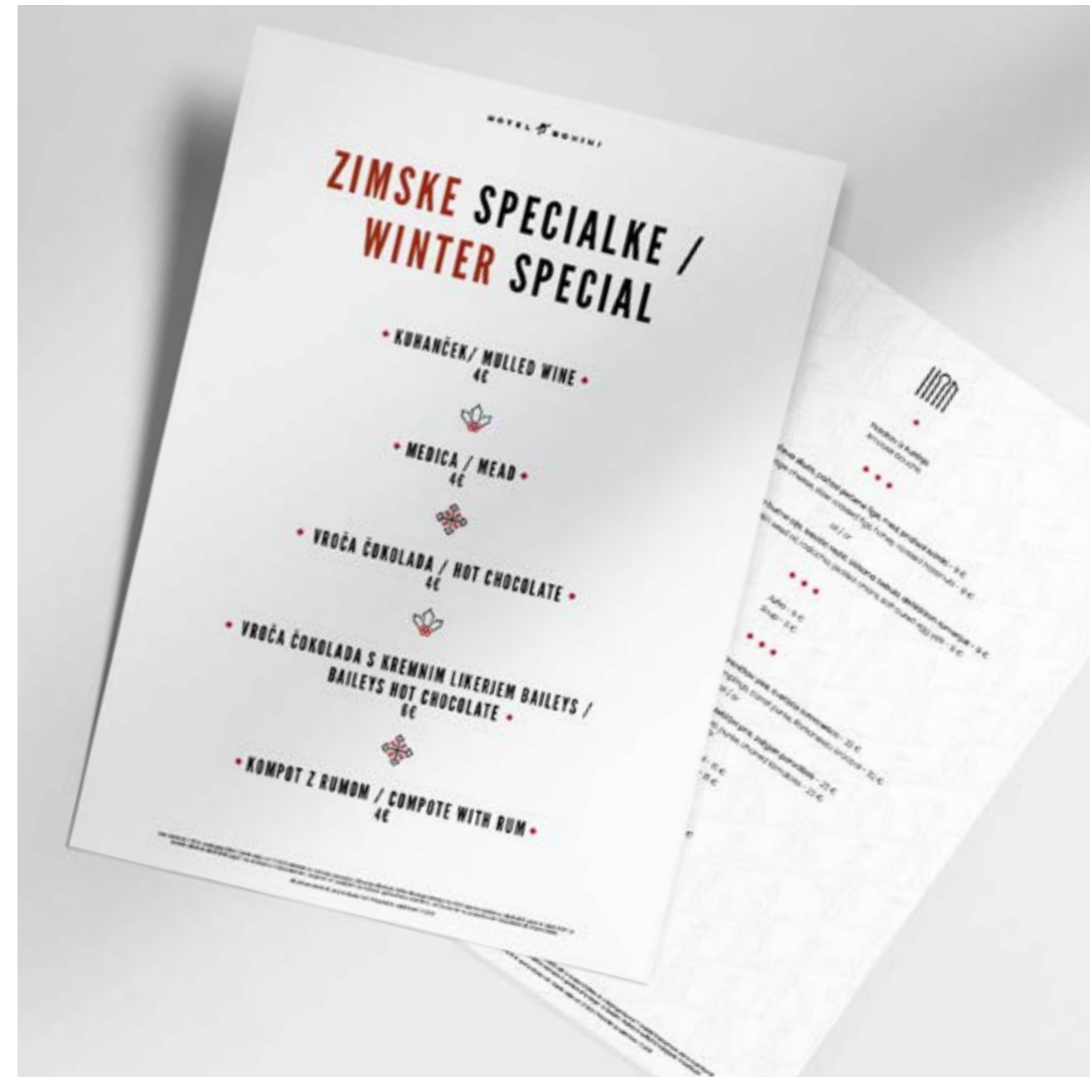


## DESIGNS

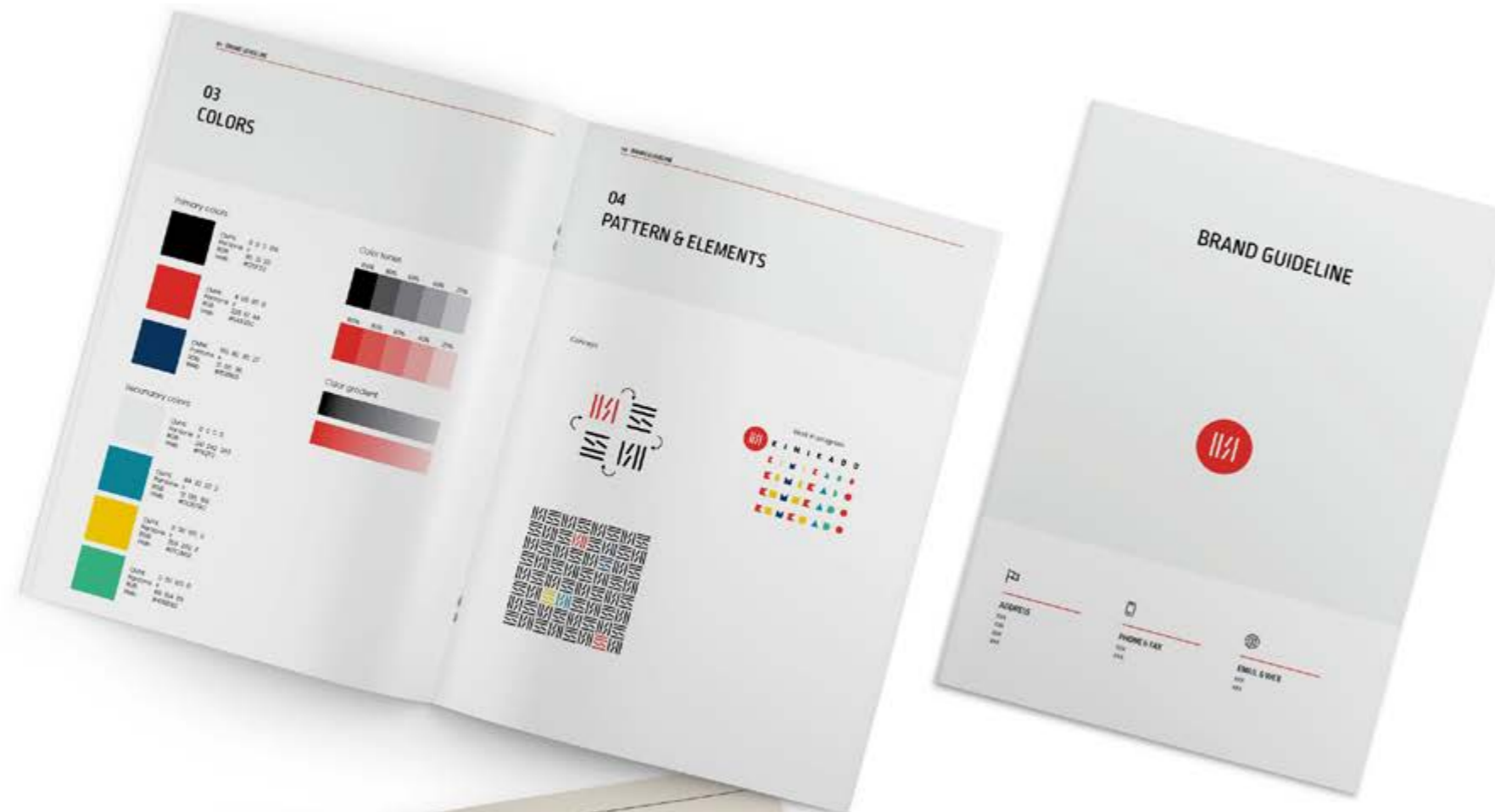
Few things I did for Hotel Bohinj. Wine menus, packaging, special offers,...and many more.

For Alpinia d.o.o. Hotel Bohinj

Programs used:  
 - Adobe Photoshop  
 - Adobe Illustrator







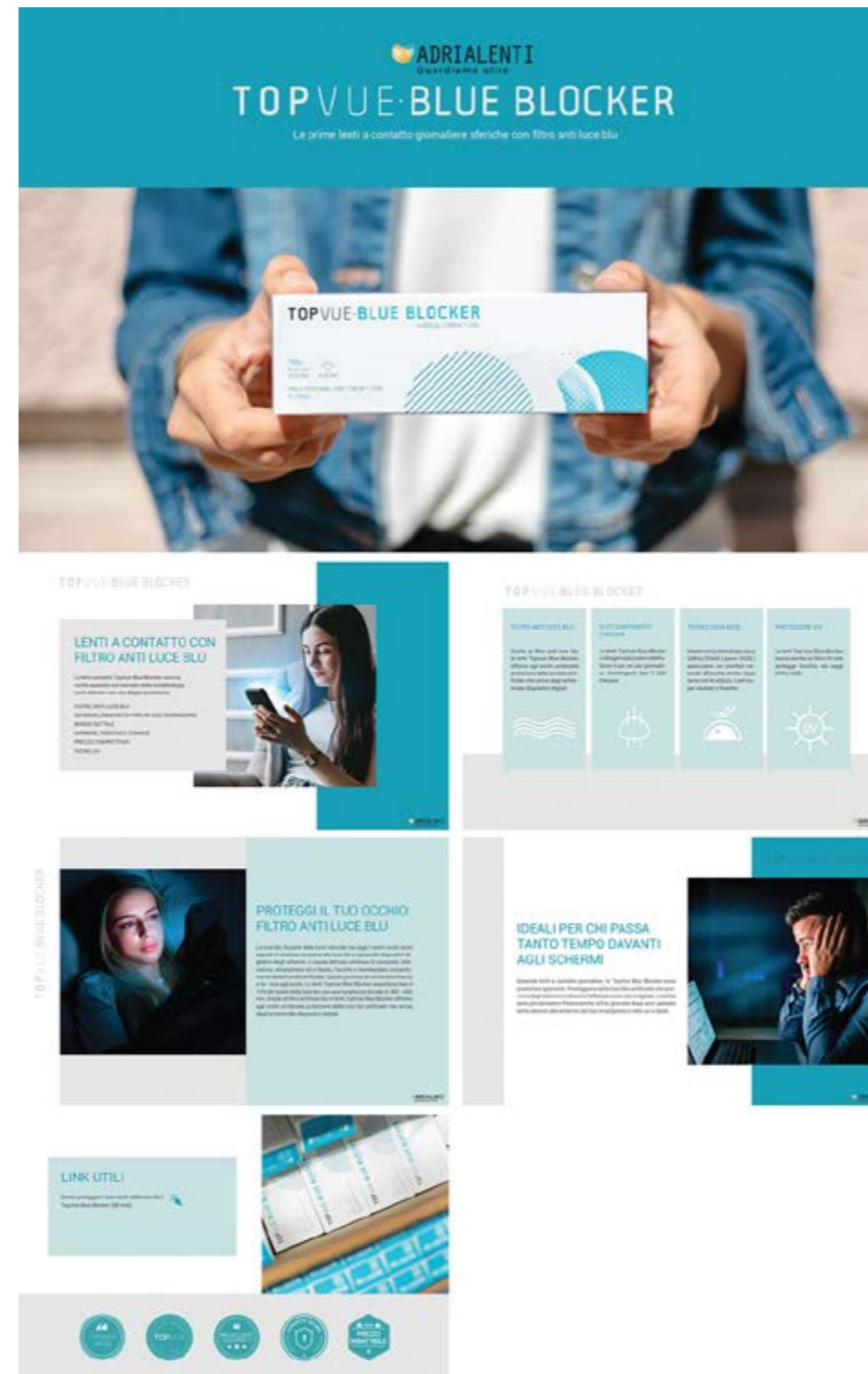
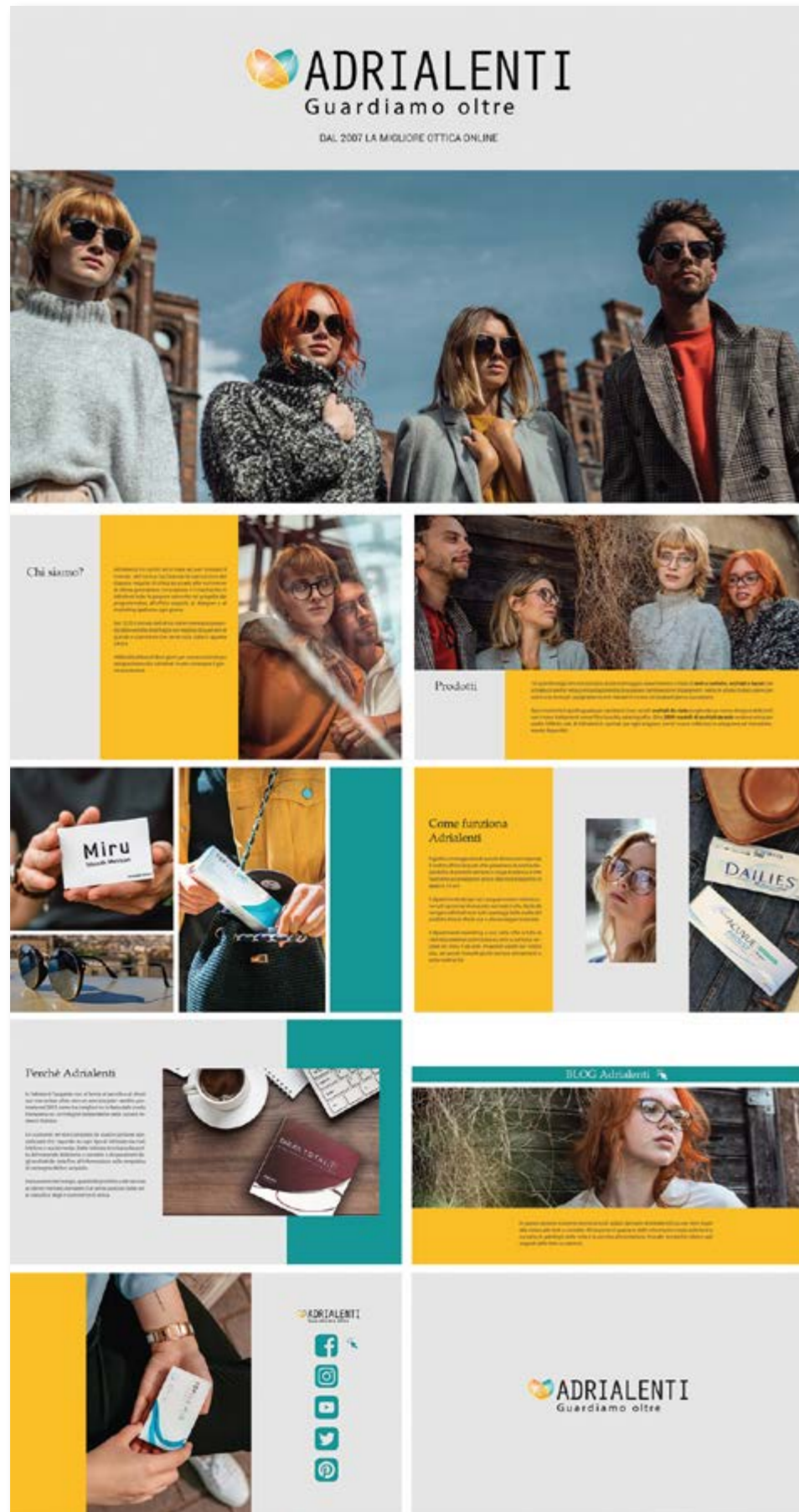
## BRAND GUIDELINES

I clearly defined rules and standards that communicate how brand should be represented to the others.

For Adrial d.o.o.

Programs used:  
 - Adobe Photoshop  
 - Adobe Illustrator





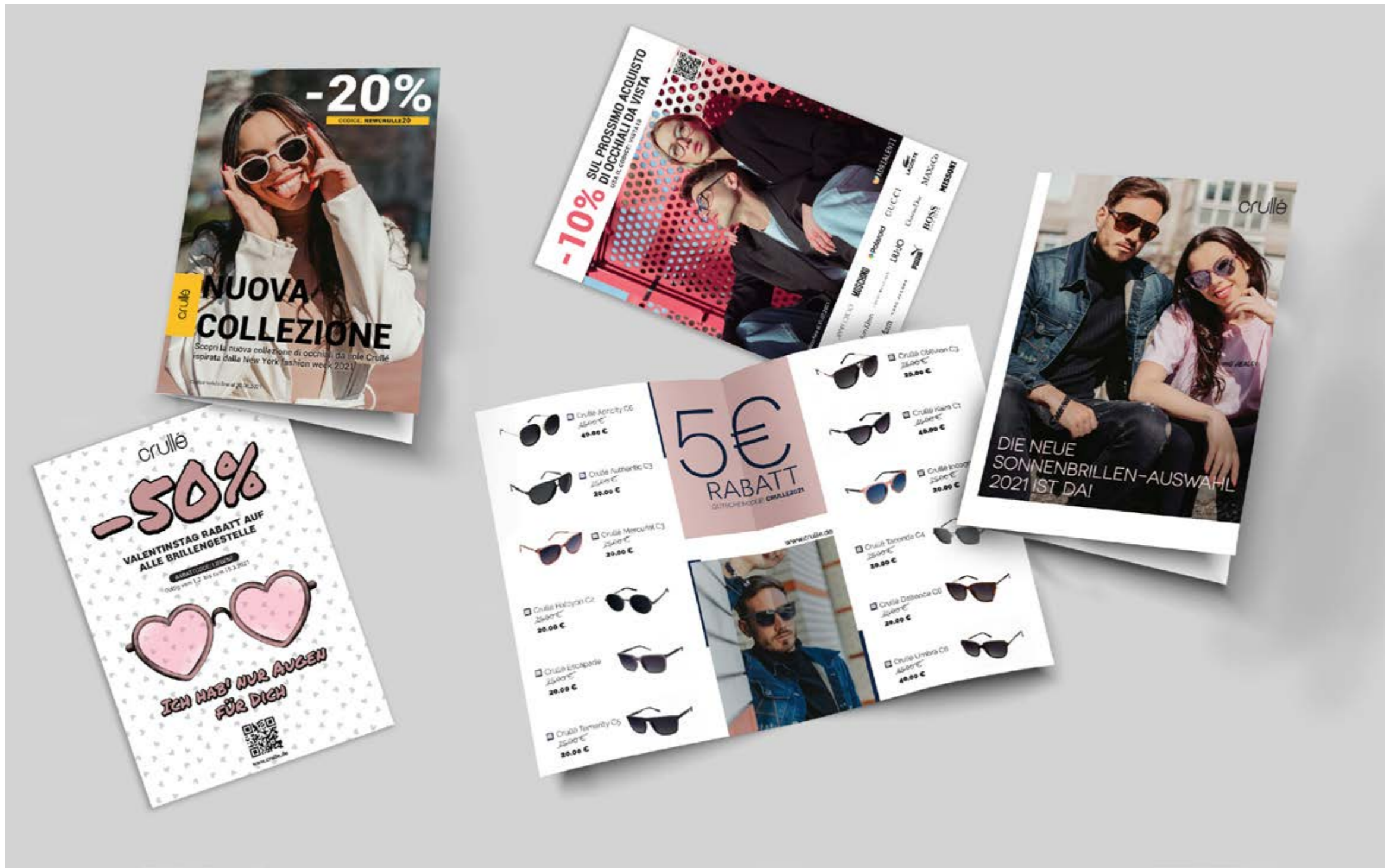
**PRESS KITS**

I designed a few press kits, pre-packaged set of promo materials.

For Adrial d.o.o.

- Programs used:
- Adobe Photoshop
  - Adobe Illustrator





**LEAFLETS**

I designed many leaflets and brochures and prepared them for print.

For Adrial d.o.o.

- Programs used:
- Adobe Photoshop
  - Adobe Illustrator
  - Adobe Indesign



FACEBOOK CAMPAIGNS  
Example of one marketing campaign.

For Adrial d.o.o.

Programs used:  
- Adobe Photoshop  
- Adobe Illustrator





90 LEÇ



30 LEÇ



6LEÇ



90 LEÇ



30 LEÇ



6LEÇ



## PACKAGING

Packaging design - different boxes for contact lenses.

For Adrial d.o.o.

Programs used:  
- Adobe Photoshop  
- Adobe Illustrator

Poster for a party and ad for a magazine. For conference Reboot Develop Blue 2019 in Dubrovnik.



## OTHER PROJECTS

Some stuff I did for internal use and some for conferences and different kind of events.

For Outfit7

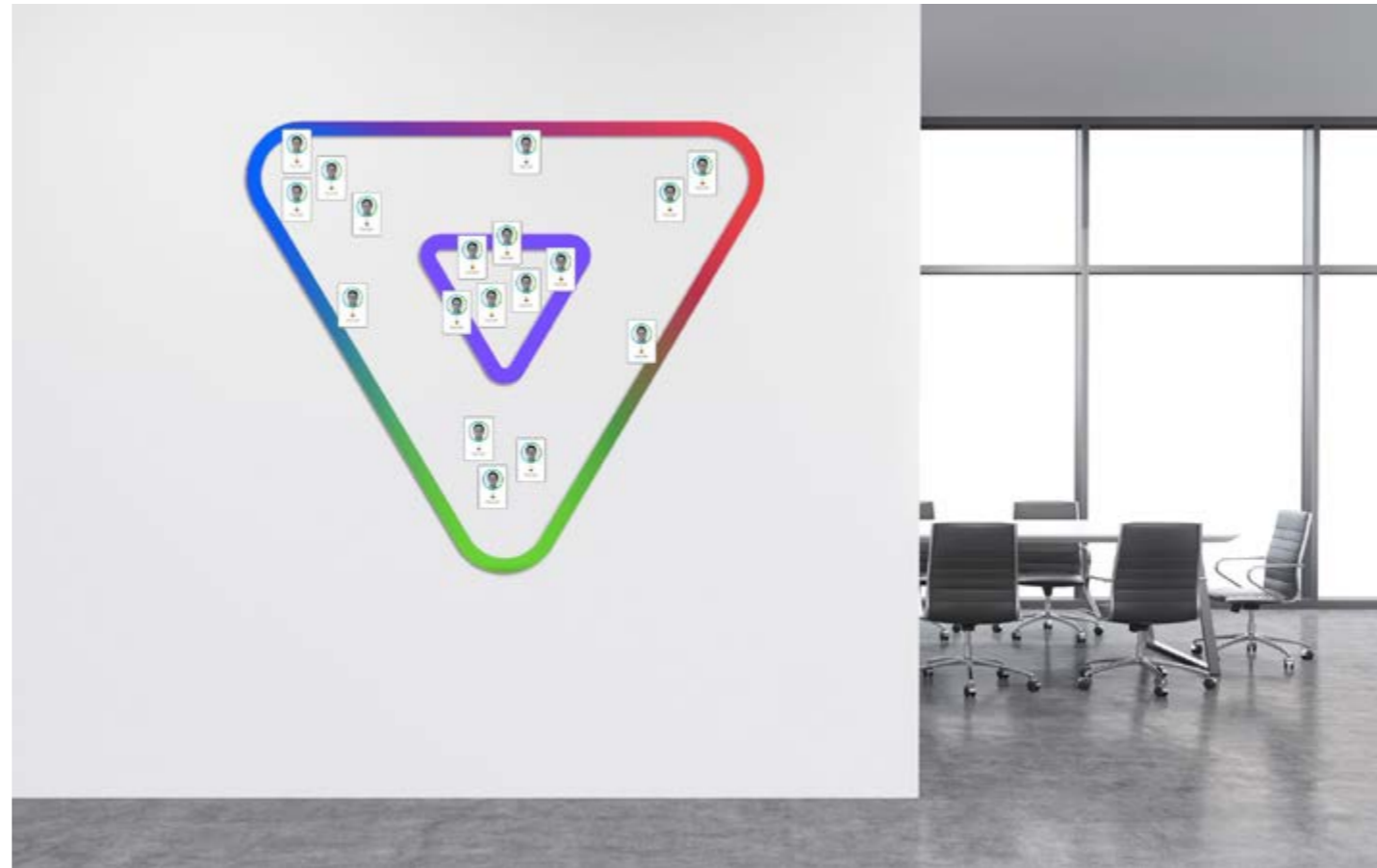
- Programs used:
- Adobe Photoshop
  - Adobe Illustrator
  - Adobe Indesign
  - Google Slides

Presentation for Talking Tom Heroes.





This was one of the internal projects. You can see big triangle magnetic board, where you put those magnetic cards on it. Cards represent all of the people in company with their personalities. It's called SDI Systems.



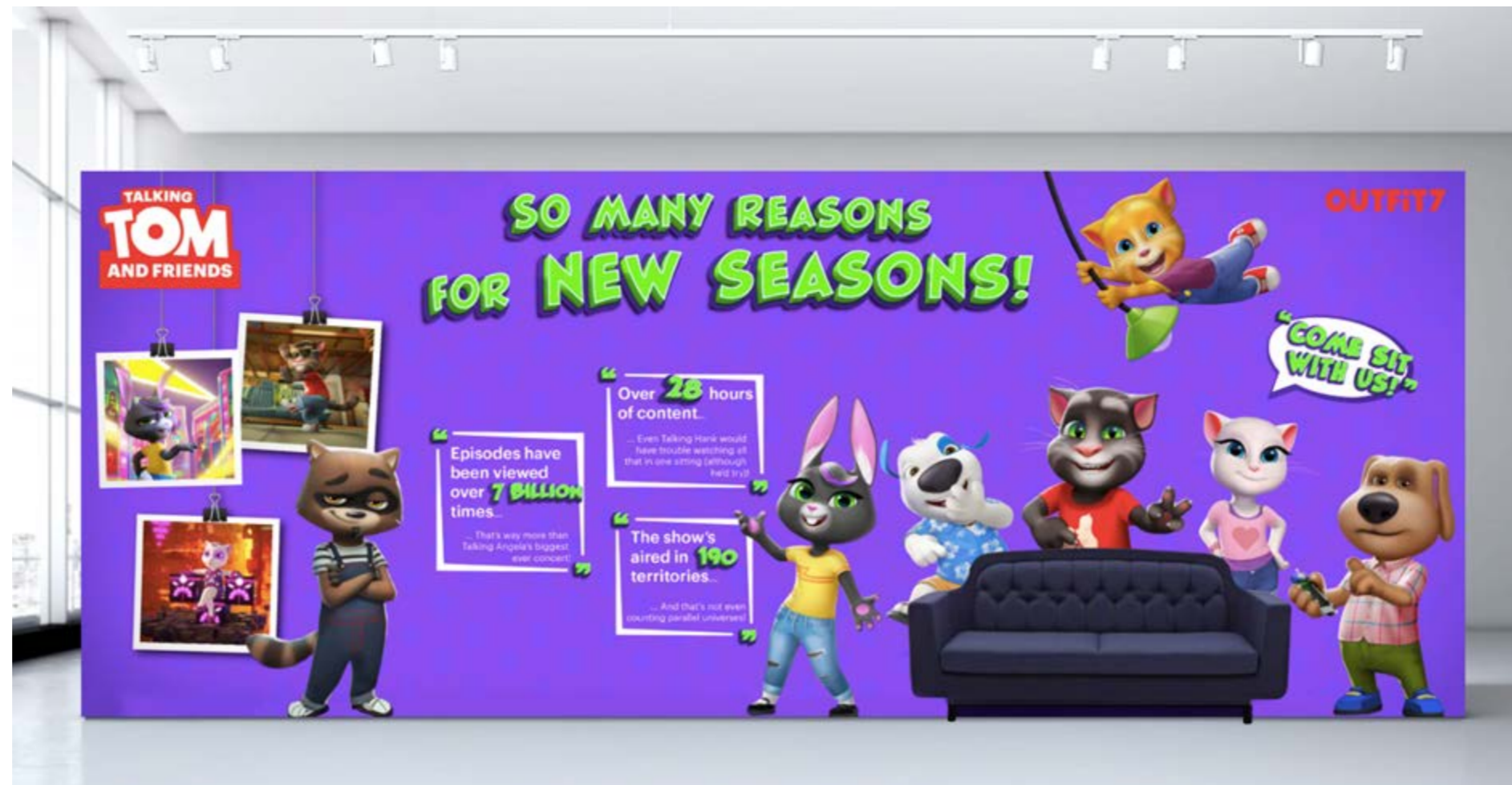
#### OTHER PROJECTS

Office project and big prints.

For Outfit7

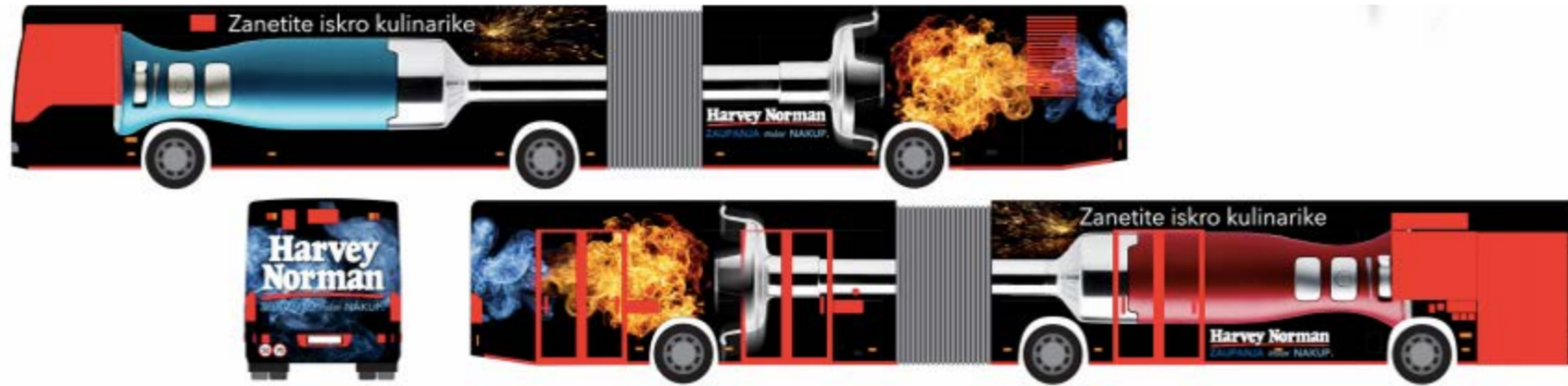
Programs used:  
- Adobe Photoshop  
- Adobe Illustrator  
- Adobe Indesign

I designed this for MIPCON 2019 - The World's Entertainment Market. It's a big print for the wall, around 3m high.





1st



2nd



3th  
drove around the city



Laptop bus  
drove around the city



### CITY BUS

I designed bus advertising for white appliances and a laptop.

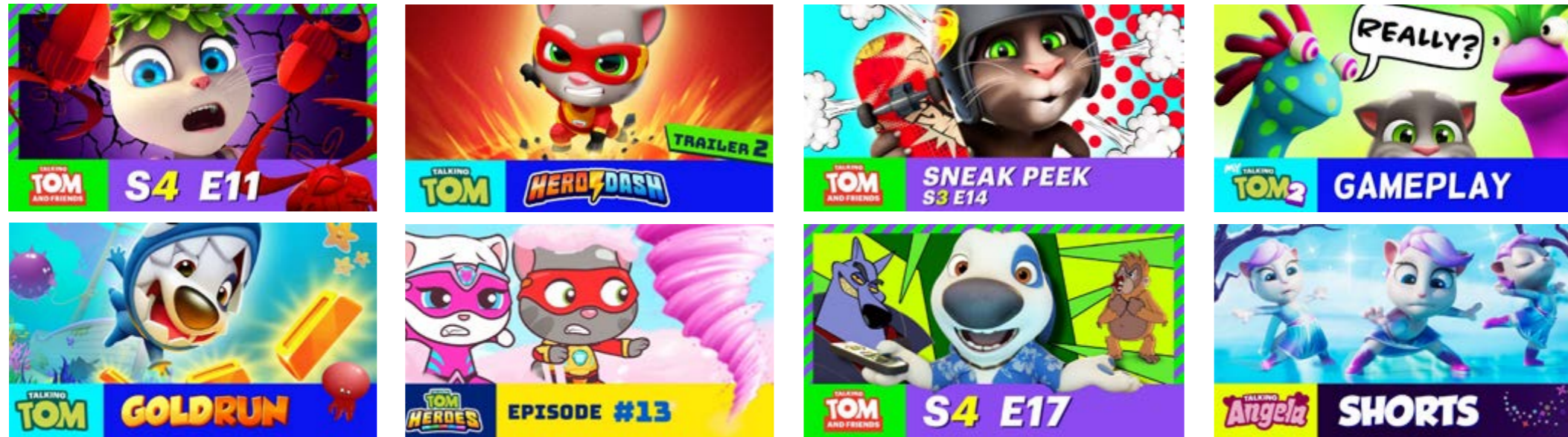
Since first and second design was too "out of the box" for company, they chose third option.

For Harvey Norman

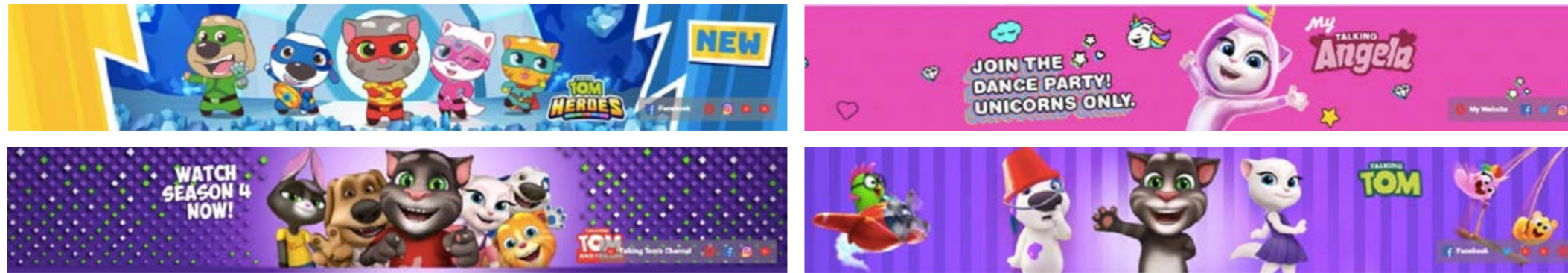
Program used:  
- Adobe Photoshop  
- Adobe Illustrator  
- Adobe Indesign



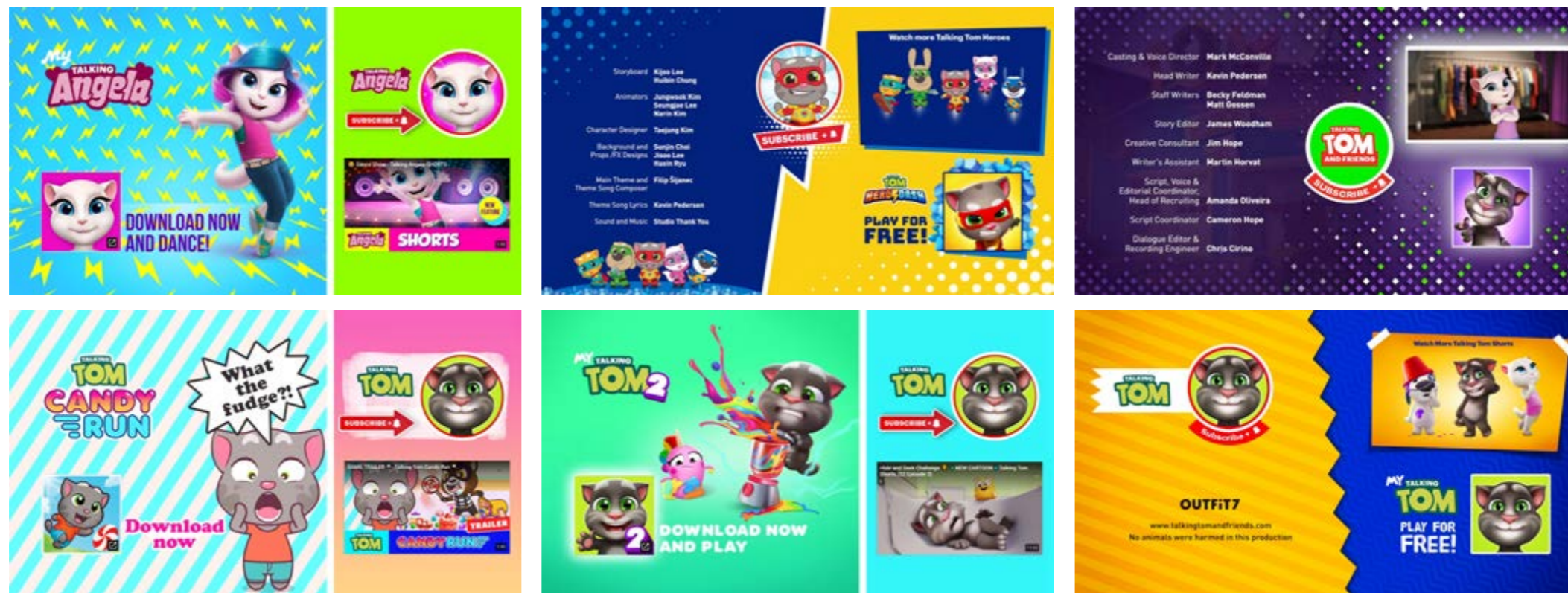
Thumbnails



Youtube covers



Endingscreens



## YOUTUBE PROMOTIONS

I designed tons of thumbnails, cover photos, profile pictures, banners, stories, ads and all kind of promotions for a few youtube channels.

For Outfit7.

- Programs used:
- Adobe Photoshop
  - Adobe Illustrator



Instagram creatives



## SOCIAL MEDIA, WEBPAGE

I designed different kind of banners, floaters and other promotions for webpage. I worked with illustrators and adapted illustrations to different dimensions.

I designed a lot of social media posts for Instagram, Facebook and Twitter.

Also cover photos, profile pictures and stories.

For Outfit7

Programs used:  
- Adobe Photoshop  
- Adobe illustrator

Banners, badges, CTA







## MOTORBIKE COMPOSITING

Compositing a motobike into  
new backgrounds.

ER Motorcycle's 'Logan' BMW  
R100R Racer. Published on  
[www.pipeburn.com](http://www.pipeburn.com)

For Jernej Šuligoj

Program used:  
- Adobe Photoshop







**JUST FOR FUN**

I made some photo manipulations.

- Program used:
- Adobe Photoshop
  - Adobe Illustrator



*I had an Instagram account on with this kind of stuff, but since a little sausage dog came into my life, she took over it.*



*That's her @hilda\_hungry\_dachshund Go and look!*

